



Transit Initiatives & Communities: Hot Topics for 2004

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About Reconnecting America

- A national non-profit, formerly the Great American Station Foundation. Our mission is connections between transportation and communities.
- Launched Center for Transit-Oriented Development, mid 2003, to help transit agencies, cities and developers meet the growing demand for TOD through best practices, revising codes and standards, research and demonstration projects.

A New Message for Transit Initiative Campaigns



Standard Transit Messages



- “The Sprawl Apocalypse is Coming”
- “Take Transit: It’s Good for You!”
- Promises and More Promises

The Sprawl Apocalypse is Coming!

- The region's population will grow by XX percent in 20 years
- If we don't do something life will be unbearable
- Transit will help accommodate growth
- Relies upon the frog knowing the water is approaching the boiling point!



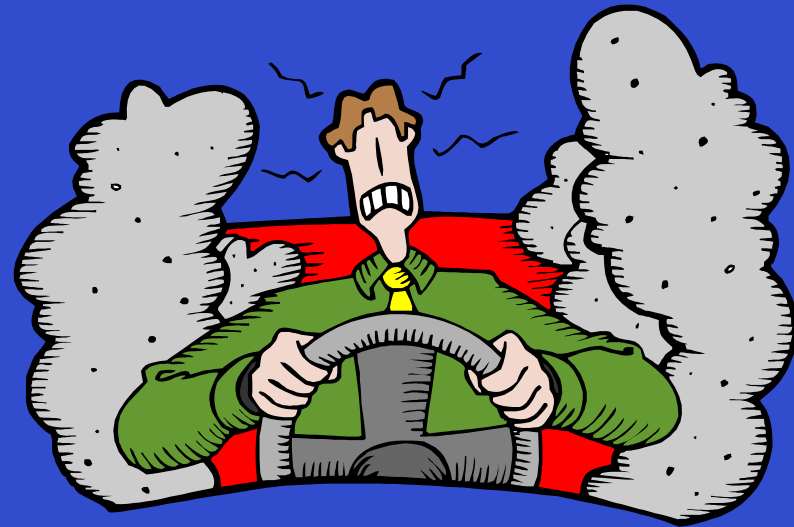
Take Transit: It's Good for You!



- Relies on environmental case for transit; asks people to support for social benefit.
- Problem: Implies that sacrifice is needed; but nobody wants to wear a hair shirt!

Promises and More Promises

- Transit will clean the air
- Transit will reduce congestion
- Transit will a better place make the region
- Well, maybe -- but one new start won't do all that and you open yourself up to the charges of the opponents



Selling the Transit Lifestyle



The Changing Demographics of Metro Areas (and Transit)



- Married Couples with kids are no longer dominant
- “Empty-Nesters”
- Single-Person Households
- “The Rise of the Creative Class”

Married Couples with Children No Longer Dominant

- Was 27 percent of households in 1990, now only 23.5 percent of households



The New Face of the American Family



The majority of white family households have no children in them, the reverse is true for minority family households. The average Hispanic household is 3.5 persons, average white household is 2.5 persons.

Minorities Are More Likely to Live Near Transit

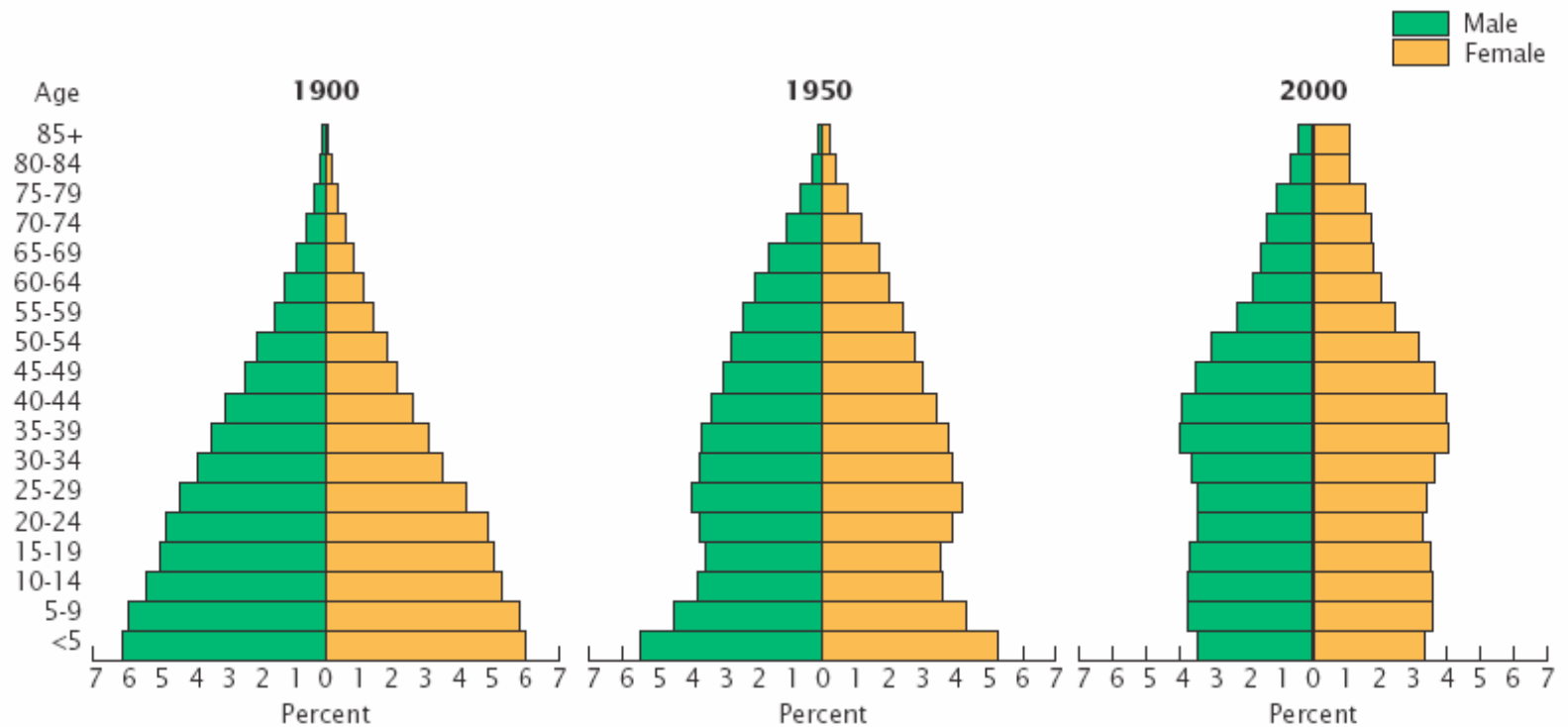
TABLE 14: TRANSIT AVAILABILITY BY RACE OR HISPANIC ORIGIN

<u>Race/Hispanic Origin</u>	<u>Transit Availability</u>		<u>Total</u>
	<u>Bus Service Available</u>	<u>No Bus</u>	
White	59.3%	40.7%	100.0%
African-American	80.0%	20.0%	100.0%
Asian	86.5%	13.5%	100.0%
Other	75.8%	24.2%	100.0%
All	63.3%	36.7%	100.0%
Hispanic	76.8%	23.2%	100.0%
Non-Hispanic	62.2%	37.8%	100.0%
All	63.4%	36.6%	100.0%

Source: Katherine Ross, Analysis of 1995 NPTS Data

Empty-Nesters: The Effect of Aging Baby Boomers on the U.S. Population

Age and Sex Distribution of the Total Population: 1900, 1950, and 2000



Source: U.S. Census Bureau, decennial census of population, 1900, 1950, and 2000.



Empty Nesters: the Aging of the Baby-Boomers

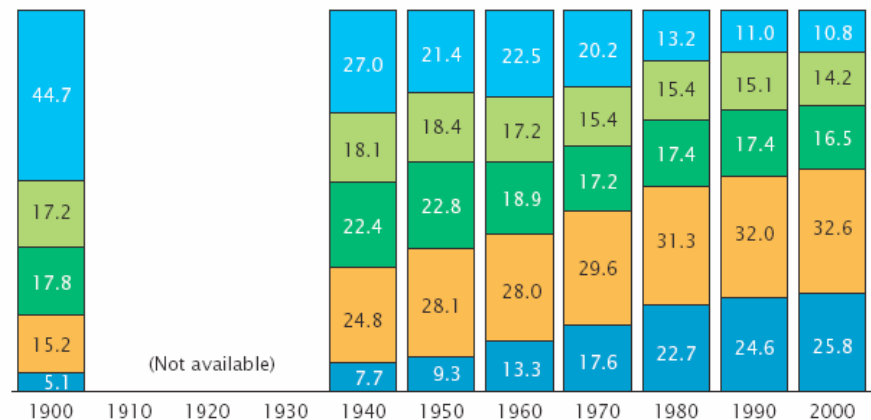
- Over the century, the population has changed from relatively young to relatively old, driven by the baby boom, declining fertility levels, and improved health care.
- Baby boomers are moving past the child rearing years, and increasingly driving moves back to more urban locations
- This is good for transit

Single-Person Households

- Percentage of one-person households has doubled between 1960 & 2000 to 25.8 percent
- One-person households are more likely to live in central city locations
- Every state, except Utah, has at least 20 percent one-person households

Distribution of Households by Size:
1900 and 1940 to 2000

(Percent)



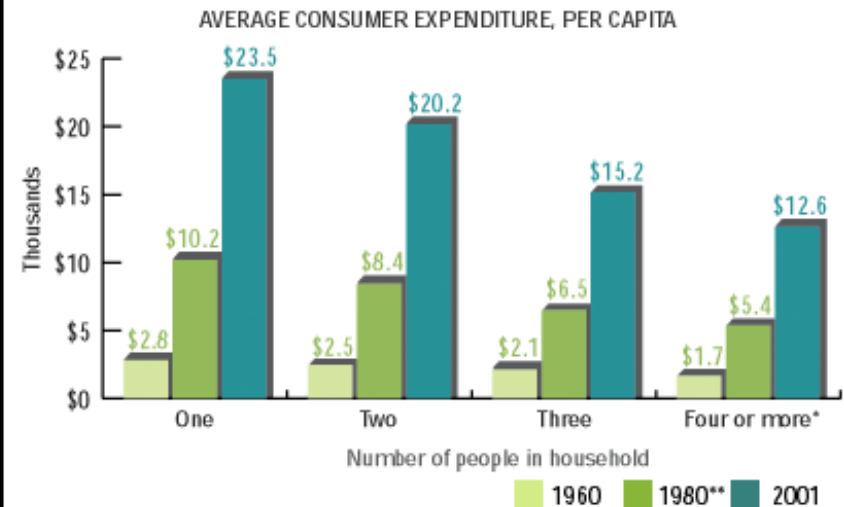
Source: U.S. Census Bureau, decennial census of population, 1900, and decennial census of housing, 1940 to 2000.

One Person Households Are More Likely To:

- Live in Cities: 40% live in central cities (2000 Census)
- Live Without a Car
- Live Near Mass Transit: 72% lived where was transit available in 1995 (Ross analysis of 1995 NPTS)

Living Large

People who live in one-person households spend more on themselves than those who live in larger households.



*Per capita data calculated for four-person household.

**1980 numbers are based on urban households only.

Source: U.S. Census Bureau



Transit Availability by Life Cycle

TABLE 19: TRANSIT AVAILABILITY BY FAMILY LIFE CYCLE

<u>Family Life Cycle</u>	<u>Transit Availability</u>		<u>Total</u>
	<u>Bus Service Available</u>	<u>No Bus</u>	
Single Adult, No Children	71.7%	28.3%	100.0%
Two or More Adults, No Children	62.5%	37.5%	100.0%
Single Adult, Youngest Child 0-5	67.7%	32.3%	100.0%
Two or More Adults, Youngest Child 0-5	64.9%	35.1%	100.0%
Single Adult, Youngest Child 6-15	66.0%	34.0%	100.0%
Two or More Adults, Youngest Child 6-15	58.4%	41.6%	100.0%
Single Adult, Youngest Child 16-21	69.4%	30.6%	100.0%
Two or More Adults, Youngest Child 16-21	56.8%	43.2%	100.0%
Single Adult Retired	64.2%	35.8%	100.0%
Two or More Adults Retired	57.5%	42.5%	100.0%
All	63.3%	36.7%	100.0%

Analysis of 1995 NPTS by Katherine Ross

“The Rise of the Creative Class”



Richard Florida (2002) documented that regions which attract creative workers perform better economically, and that these workers are attracted to regions with a mix of urban amenities

“The Rise of the Creative Class”

Sohmer and Lang (2002) found 75 percent of downtowns surveyed gained population in the Nineties, attracting younger workers desiring urbane housing close to amenities and mass transit.



What's All This Mean for Transit Campaigns?





Implications for Campaigns

- A transit campaign should identify some key market segments: one person households, empty nesters, households without kids, non-white family households
- A good transit message needs to stress what transit makes possible: vibrant, walkable and bikeable communities, higher quality of life, household and individual savings, the chance to avoid congested roads

Transit Provides the Backbone for Great Communities



An Example: DART and the Dallas Metro Area

- DART has sparked over \$800 million of economic development, with great transit-oriented communities emerging in the West End, Mockingbird, Plano and Addison Circle
- DART's extension favored by 80% of voters



Example: Arlington County, Virginia

- Used Metrorail as catalyst for redevelopment of commercial spine
- Concentrated density and promoted mixed-use at five stations
- Preserved and reinvested in adjacent residential neighborhoods

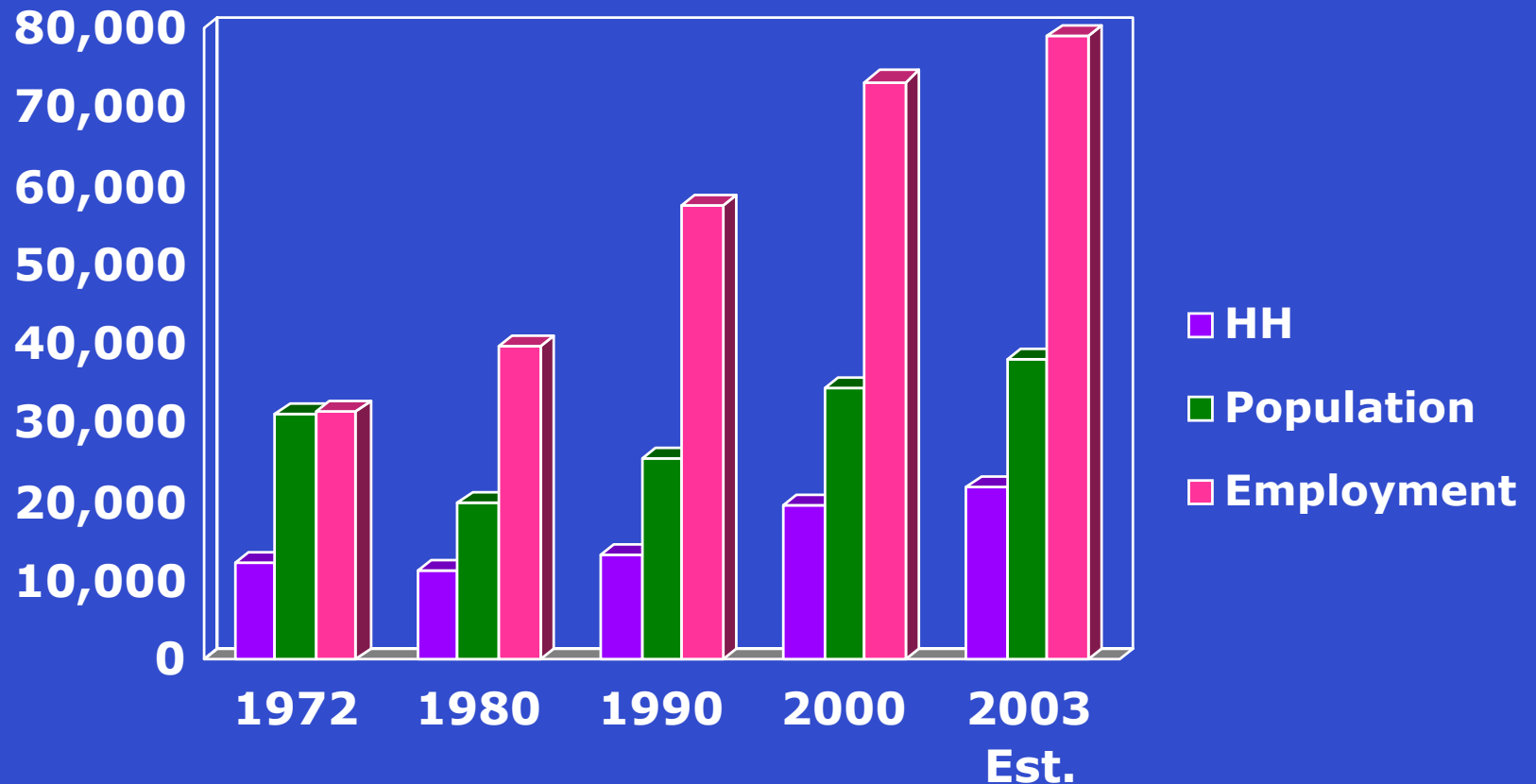




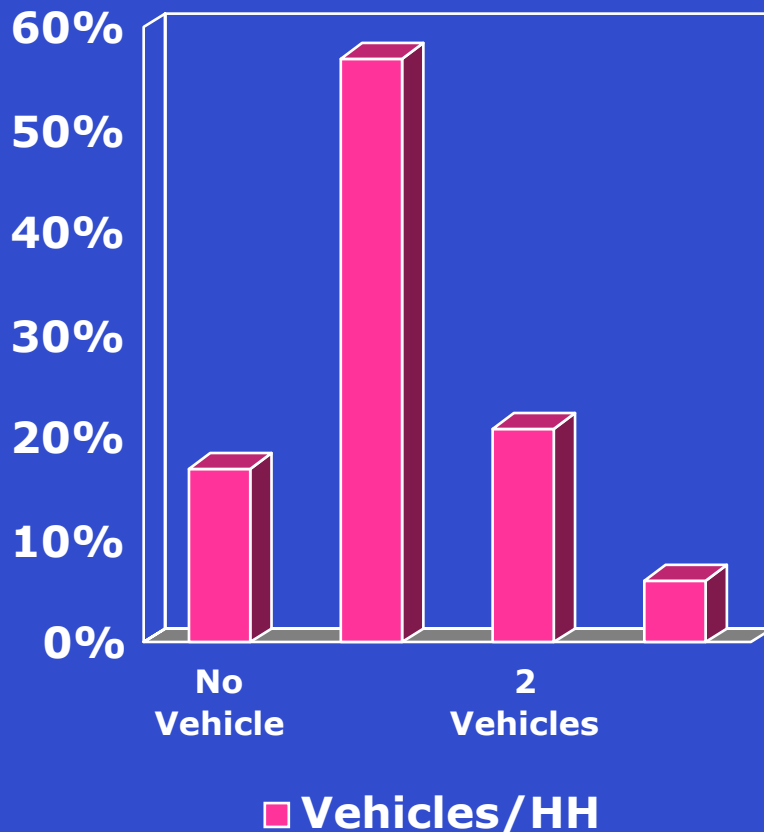
Arlington County: Results

- The R-B Corridor produces 32.8% of the County's real estate tax revenue from 7.6% of its land area, allowing Arlington to have the lowest property tax of any major jurisdiction in Northern Virginia
- 73.3% of patrons travel to and from Metro stations on foot, over 58,000 trips daily; 38 % of residents near stations take transit to work
- 12% of Arlington County households don't own cars; average County HH income is \$63,000; regional average is 4% are carless

Arlington County's RB Corridor: Trends



R-B Corridor: Vehicle Availability



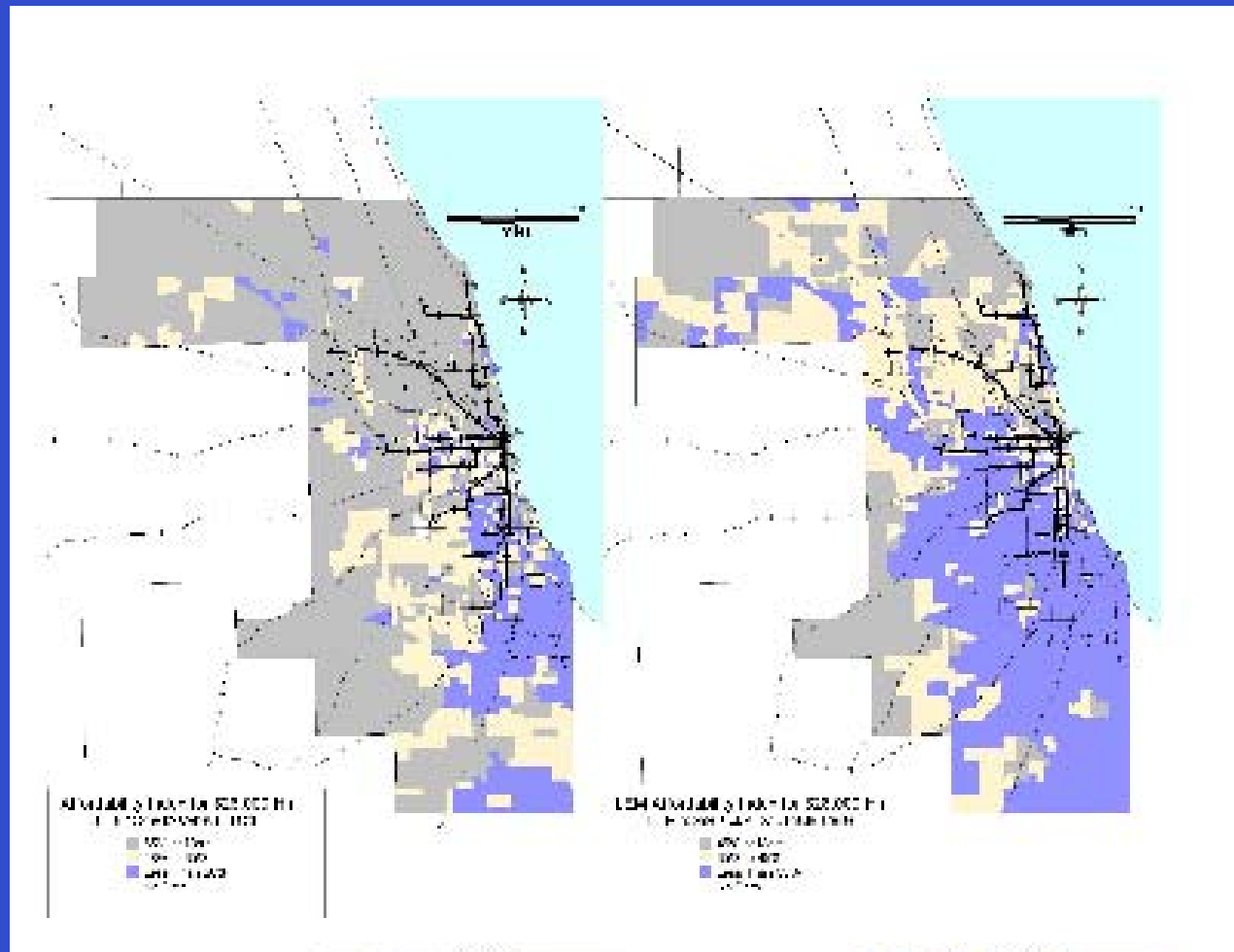
- 31,928 Pop. over 16 years of age
- 19,514 Households
- 21,738 Vehicles
- .68 Vehicles/Eligible Driver;
- 1.11 Vehicles/Household



Transit Provides Savings for Households and Communities

- Households near transit have lower transportation costs (up to \$300/month), these savings can be used to improve housing affordability through transit oriented mortgages
- Transit attracts economic development, generating tax revenue and attracting jobs

Savings for Families: Transit and Housing Affordability



Transit Generates Community Investment

- Price Waterhouse Coopers *Emerging Trends in Real Estate 2003*: 24-hour cities, mixed use, access to transit a plus for investors in real estate
- Jones Lang LaSalle *Property Futures Fall 2001*: 77 % of New Economy Companies cite proximity to transit as a key factor in location decisions



Transit Offers Commuters the Choice to Avoid Congestion



- Starting from such a small base, we can't argue transit will solve congestion
- But fixed guideway transit does offer relief from congestion for those who choose it, while improving speeds in nearby highway corridors

It's Not the Vehicle, It's the Community It Makes Possible!



<http://www.reconnectingamerica.org>

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